

The District of Columbia  
Office of Planning  
Pennsylvania Avenue East  
Small Area Plan



## **Pennsylvania Avenue East Small Area Plan Community Townhall 3**

**The Third Community Town Hall will begin at 7:00 pm**

Please drop your questions in the comment box

The District of Columbia  
Office of Planning  
Pennsylvania Avenue East  
Small Area Plan



## Pennsylvania Avenue East Small Area Plan Community Townhall 3

Faith Broderick  
Community Planner, Neighborhood Planning

# About the Meeting



## Meeting Agenda:

About the Small Area Plan

Partner Updates

Recommendation Workshop Recap

Next Steps



# Meeting Objectives







# How to Participate

1. Provide feedback via survey questions online

**[Publicinput.com/PennAveSEPlan](https://publicinput.com/PennAveSEPlan)** 'Events' tab

2. Provide feedback and ask questions in the comment box

3. Call-in to provide feedback and ask questions

Participate by phone: **855-925-2801, Pin: 9252**

Press \*, then 3 to join the caller queue



# About Small Area Plans

## Small Area Plans

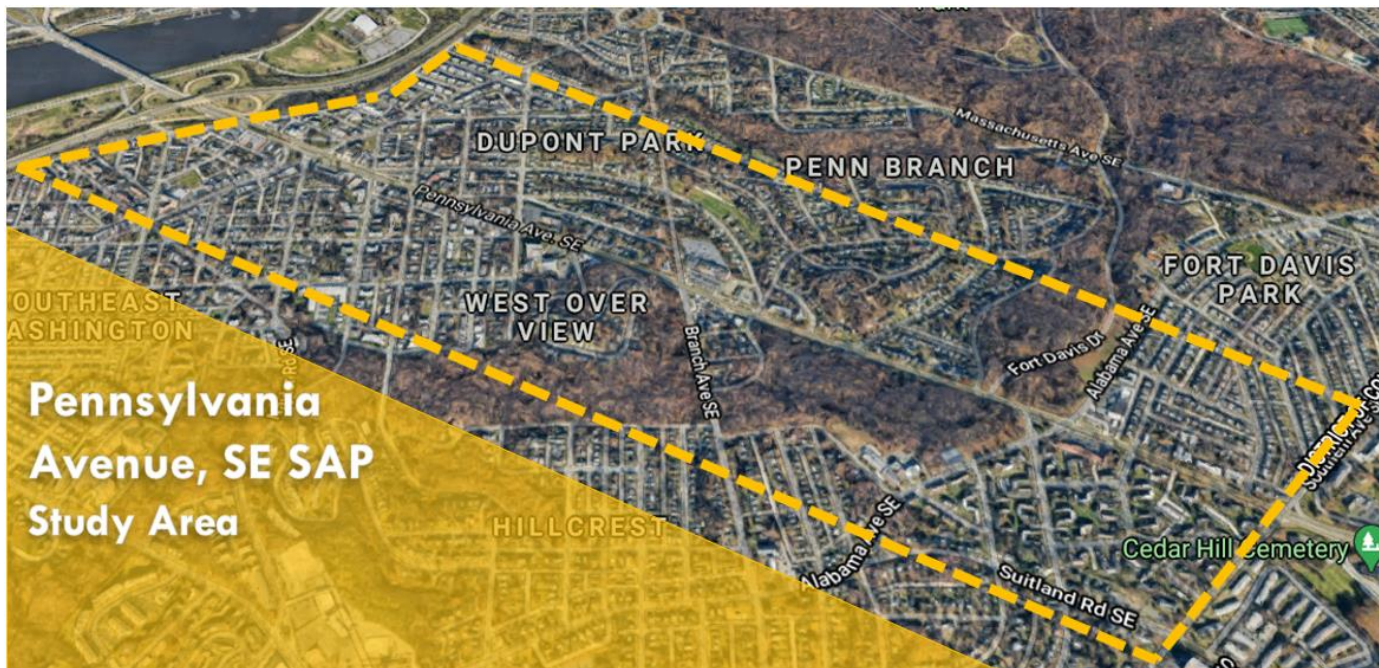
**Small Area Plans supplement the Comp Plan** by focusing on the neighborhood and block level. Small Area Plans **establish a vision for the neighborhood** and build on the guidance established in the Comp Plan.

- Identify strategic priorities, gaps, and opportunities
- Provide neighborhood specific recommendations
- Guide future development and investment
- Are approved by Council as legislation

# About the Pennsylvania Avenue East Small Area Plan



With community support and involvement, OP will develop an updated vision and implementation plan for the Pennsylvania Avenue East corridor.



# Project Timeline

We are here!



Dec 2020- March 2021

## Project Roll-Out

- Existing conditions and market research
- Convene Interagency Advisory Committee
- Convene Community Advisory Committee

April – Winter 2021

## Plan Development

- Community learning
- Community visioning
- **Recommendation development**
  - *Recommendation Workshops*
  - *Recommendation Townhall*
  - *Design charette (upcoming!)*

Winter 2022

## Legislative Process

- Public Comment Period
- Mayoral Hearing
- Council Review
- Council Approval

Spring 2022 on

## Implementation

- Implementation and neighborhood technical support
- Plan recommendation implementation



# Pennsylvania Avenue East Small Area Plan Goals



The SAP will establish a framework that will guide development and reinvestment in the neighborhood to meet the following goals:



Encourage economic development and retail opportunities



Enhance a safe, accessible, and vibrant public realm



Improve transportation access and connectivity



Explore housing opportunities and social and economic resiliency strategies

The planning goals were developed with reflection from the Community Advisory Committee and Interagency Working Group

# Community Engagement to Date

## Online

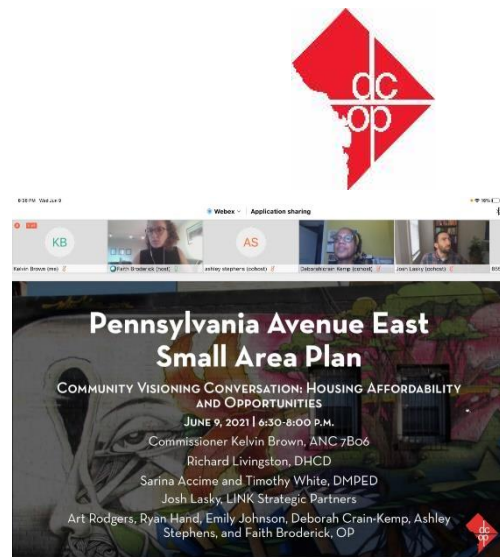
- 620+ participants
- 3,650+ responses

## In-Person

- Community Canvassing: 50+ conversations
- Juneteenth Event: 500+ attendees
- Community Advisory led bike ride
- Community Clean-up
- American University Humanities Truck & roving survey
- Art All Night & Parking Day

## Community Meetings

- Three Town halls
- 4 Visioning Conversations
- 2 Recommendation Workshops



# Partner Updates

- Pennsylvania Avenue East Main Street
- Jon Stover & Associates (JS&A)



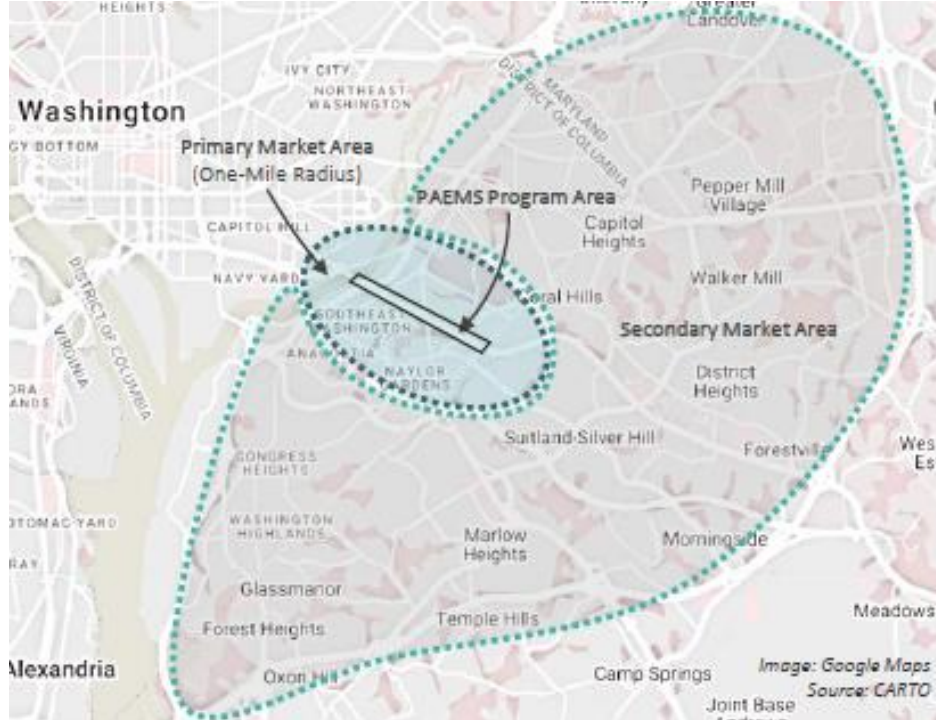
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# JS&A: Overview

## Where Are PAEMS Customers Coming From?

Pennsylvania Avenue East businesses primarily draw customers who live east of the Anacostia River in DC and nearby areas of Prince George's County. This customer base accounts for nearly 80% of all customer traffic.



## Most Common Customer Zip Codes

	20020
35%	(Penn Branch, Fairfax Village, Anacostia, Skyland, Hillcrest)
	20019
8%	(Deanwood; Benning; Marshall Heights; Fort Dupont)
	20003
5%	(Capitol Hill; Hill East; Capitol Riverfront/Navy Yard)
	20748
4%	(Hillcrest Heights; Temple Hills; Marlow Heights, MD)
	20747
4%	(District Heights, Forestville, MD)

Source: CARTO

**Primary Market Area (One-Mile Radius)** Customers who live in neighborhoods within one mile account for approximately 35% of customer traffic at businesses within the study area. These neighborhoods include Dupont Park, Randle Highlands, Penn Branch, Fort Davis Park, and Fairfax Village.

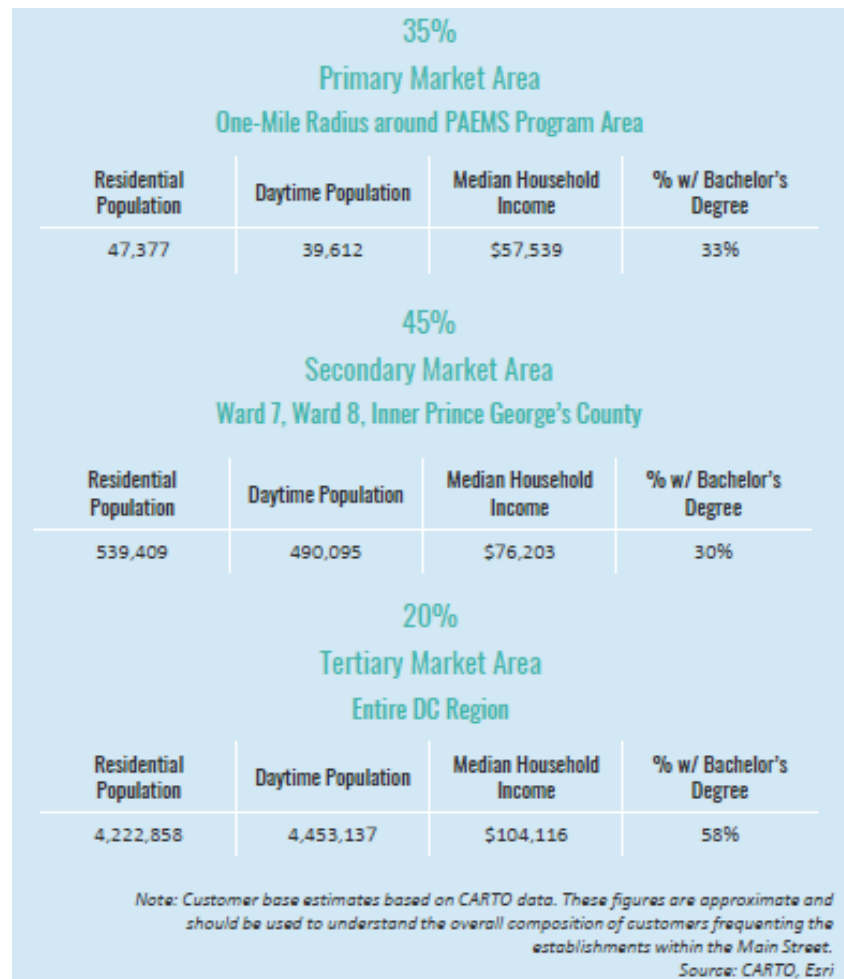
**Secondary Market Area** (Ward 7, Ward 8, nearby Prince George's County neighborhoods) PAEMS's secondary market area covers the entirety of Ward 7, Ward 8, neighborhoods immediately west of the Anacostia River, and nearby areas of Prince George's County, west of I-495 and south of Route 50. This area accounts for approximately 45% of customer traffic in the study area. These customers include nearby residents and commuters regularly traveling through the Pennsylvania Avenue East corridor.

**Tertiary Market Area (DC Region)** Approximately 20% of customers along the corridor originate from DC neighborhoods west of the Anacostia, Montgomery County, and Northern Virginia.

# JS&A: Pennsylvania Avenue East Customer Base

Pennsylvania Avenue East businesses serve a mix of nearby residents, commuters, and other visitors from eastern DC and nearby areas of Prince George's County.

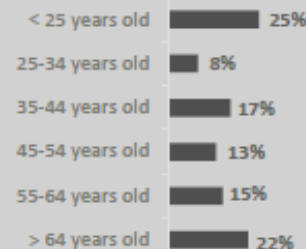
Pennsylvania Avenue East's secondary market area is home to over a half-million residents and features a notably higher median household income than the corridor's smaller, more proximate primary market area.



## Retail Customer Profile

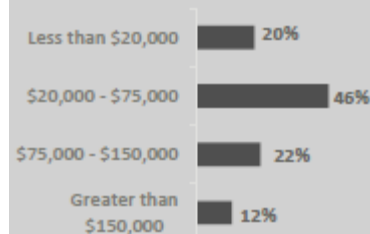
*Demographics of all retail customers within PAEMS program area*

### Customer Age



*The customer base of Pennsylvania Avenue East has a notably high share of older customers, over 64 years old.*

### Household Income of Customers



*Reflecting the income levels of the surrounding area, approximately two-thirds of customers along Pennsylvania Avenue live in households earning below \$75,000 a year.*



# JS&A: Competitive Advantages



Pennsylvania Avenue East is a highly accessible and affordable commercial corridor, with high levels of vehicular traffic, modest rental rates, and multiple shopping centers with on-site parking.



17,146

Residents  
(½ Mile Radius)



14,530

Daytime Pop.  
(½ Mile Radius)



29,400

Average Daily  
Traffic Count

## High Levels of Vehicular Traffic

Pennsylvania Avenue East is a major commuting corridor that attracts about 30,000 vehicles per day. Many retail spaces are in shopping centers with surface-level parking lots—a limited resource in DC that allows customers to easily make quick stops at businesses and provides confidence in parking availability.

## Strong Regional Accessibility

Pennsylvania Avenue East directly connects to 295 and is easily accessible from 695, making the corridor accessible for customers traveling throughout the region. The corridor extends directly into Prince George's County, allowing businesses to also capture spending from nearby Maryland residents.

## Large and Loyal Local Customer Base

As the primary commercial corridor serving western Ward 7, businesses along Pennsylvania Avenue East have the opportunity to build a loyal customer base of nearby residents from surrounding neighborhoods.

## Affordable Retail Rents

Rents along Pennsylvania Avenue East average \$27/SF, making the corridor a particularly viable location for new businesses with limited startup capital and existing businesses looking to reduce fixed expenses or expand their square footage while avoiding a significant increase in overall rental costs.

## Strong Recent Retail Performance

PAEMS's shopping centers feature high occupancy rates — reflecting the strong overall performance of its retail tenants. During the pandemic retail sales on the corridor have been much more stable than most other areas in DC.

## Surge in Recent and Upcoming Investment

The Shops at Penn Branch were recently renovated, the construction of Skyland Town Center is underway, and the city is creating a new small area plan to outline future public realm and infrastructure investments to enhance vibrancy along the corridor. PAEMS has also recently attracted several national brands, including a Planet Fitness and Chipotle, as well as two new sit-down restaurants.

# JS&A: Implications

**Pennsylvania Avenue East Main Street has an opportunity to promote the corridor as an affordable, accessible place to do business, facilitate efforts to improve pedestrian conditions, and help businesses expand their individual customer bases.**



## Tailor technical assistance to align with PAEMS's unique retail conditions & business needs

Conduct a strategic plan to identify programming priorities and develop small business technical assistance specific to the corridor's needs, length, and range of conditions. The traditional street-facing storefronts depend on consistent foot traffic and will likely benefit more from signage and façade enhancements and other efforts to improve the pedestrian experience. In contrast, technical assistance for businesses in the shopping centers will likely be more oriented around interior enhancements and marketing efforts to retain and expand individual customer bases.



## Play an active role in improving pedestrian conditions along the corridor, especially at intersection of Pennsylvania Avenue SE and Minnesota Avenue SE

The Main Street should advocate for the prioritization of ongoing efforts by the National Park Service and DDOT to redesign Twining Square into a usable park space and better connect the separate park parcels on the north and south sides of Pennsylvania Avenue. PAEMS should play a strong supporting role in improving vehicular and pedestrian safety, connectivity, and aesthetics by serving as the city's link to both the commercial and residential community and advocating for the interests of local stakeholders. Safety measures should be prioritized between Fairlawn Avenue and 27th Street SE, which has the highest concentration of pedestrian and vehicular accidents along the corridor. Enhanced streetscapes, crosswalks, and traffic calming measures are particularly in need to boost foot traffic and curb appeal on the 2300 block of Pennsylvania Avenue.



## Support efforts to lease available retail spaces

The Main Street should play an active role in promoting available retail spaces along the corridor. With the potential addition of 11,500 square feet of retail space behind the Shops at Penn Branch, the Main Street has an opportunity to leverage its social media channels and MHCDO's existing relationships with community leaders and real estate brokers familiar with the area to promote new spaces and help attract potential grocery or restaurant tenants. The Main Street may also consider leveraging MHCDO's experience with business incubators and co-working spaces to develop pop-up and space activation strategies for vacant retail spaces along the corridor.



## Help market new businesses – especially restaurants – to draw more outside customers

PAEMS has an opportunity to help Pennsylvania Avenue East start to form an identity as a shopping and dining destination by promoting and marketing businesses that have the potential to draw customers from outside of the immediate neighborhoods. Increasing the draw area of the customer base would be a helpful step in corridor-wide catalytic change.



## JS&A: Questions?

Provide feedback online **[Publicinput.com/PennAveSEPlan](https://Publicinput.com/PennAveSEPlan)** and leave feedback in the **comment box**

Call-in @ **855-925-2801**, Pin: **9252**, Press \*, then 3 to join the caller queue

# Recommendation Workshop Feedback

- What we heard



Provide feedback online **[Publicinput.com/PennAveSEPlan](https://Publicinput.com/PennAveSEPlan)** and leave feedback in the **comment box**  
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# Recommendation Workshops

## **September 22** – Public Realm & Transportation Access and Connectivity

- Draft Vision Statements
- Draft Recommendations

## **September 29** – Economic Development and Retail Opportunities & Housing Opportunities and Affordability

- Draft Vision Statements
- Draft Recommendations



# Public Realm Feedback



- Vision statements and corresponding recommendations should emphasize Pennsylvania Avenue as a destination where you can **live, work, shop, eat, and play**
- Acknowledge that Pennsylvania Avenue is more than a corridor, but a **home, neighborhood, and destination**, not just a commuter thoroughfare
- Community is interested in **reimagining public space** through redevelopment opportunities



# Transportation Access & Connectivity Feedback



- Community expressed interest in **high-capacity transit, improved transit connections**, and **metro rail** serving Pennsylvania Avenue in the future
- Wanted recommendations to intentionally consider **bicycle and pedestrian connections** and explore dedicated space
- Interested in seeing **permanent safety improvements** along the corridor and on neighboring residential streets



# Economic Development and Retail Feedback



- Desire for **mixed-use redevelopment** from the base of Sousa Bridge to 27th Street to **support future retail**
- Community is interested in seeing office supply store, café, fashion retailers, health clinic, restaurants and breweries, hardware and home goods, a bookstore, and more!
- **Improved connections to Potomac Avenue** to support retail environment
- Dissemination of **market data** to inform retail decisions





# Housing Opportunities and Affordability Feedback



- Desire to see **increased housing density** to support retail environment
- **Intentionally connect with residents** on potential land use changes and redevelopment opportunities
- Encourage housing affordability to **retain existing Pennsylvania Avenue residents**
- Focus on **quality of life and improved health outcomes** for residents



# Updated Vision Statements



**Vibrant Public Realm:** Highlight Pennsylvania Avenue as a destination where all residents can live, work, eat, play, and meaningfully connect with neighbors through investments in high-quality and well-maintained community serving public spaces that incorporate park features, art, commemorations, and respond to local culture.



**Transportation Access & Connectivity:** Establish Pennsylvania Avenue as a multimodal gateway that incorporates easily accessible transit options, vehicular safety, and comfortable pedestrian and bicycle access to all users while providing efficient connections to employment, retail, parks and open spaces, services, and other neighborhoods.



# Updated Vision Statements, cont.



**Economic Development & Retail Opportunities:** Strive towards a culturally healthy and wealthy economy by encouraging mixed-use redevelopment that supports a vibrant retail destination and meets the shopping needs of residents by attracting and retaining new businesses and creating opportunities for local businesses and entrepreneurs.



**Housing Opportunities & Affordability:** Encourage homeownership and rental opportunities for households across the income spectrum by taking advantage of mixed-used redevelopment opportunities to retain long-time residents, support first time homebuyers, families, and households on fixed incomes to foster a thriving, diverse community.

# Next Steps

- Recommendation Review
- Design Charette
- Road to Implementation



Provide feedback online **[Publicinput.com/PennAveSEPlan](https://Publicinput.com/PennAveSEPlan)** and leave feedback in the **comment box**  
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# Building Toward Recommendation Development



## We need your feedback!

Weigh in on draft vision statements and recommendations online:

[publicinput.com/PennAveRecommendations](https://publicinput.com/PennAveRecommendations)

## Join a design workshop – forthcoming!

Sign-up for updates online:

[publicinput.com/PennAveSEPlan](https://publicinput.com/PennAveSEPlan)

[Publicinput.com/PennAveSEPlan](https://Publicinput.com/PennAveSEPlan)

Get involved!

Interested in getting involved in the Penn Avenue East Small Area Plan? Please provide your contact information and select topic areas of interest, below.

First Name \*

Last Name \*

Email \*

Phone

Submit

## Pennsylvania Avenue East Small Area Plan - Recommendation Development

The Office of Planning (OP) is developing an updated vision and implementation plan for Pennsylvania Avenue East. We need your help to develop recommendations that fit your vision for the future of the...

Participate

# How to stay involved



This is just the one of many opportunities to stay involved!

- ✓ Register for the Plan
- ✓ Weigh in on draft vision statements and plan recommendations: [publicinput.com/PennAveRecommendations](https://publicinput.com/PennAveRecommendations)
- ✓ Provide feedback online at: [publicinput.com/PennAveSEPlan](https://publicinput.com/PennAveSEPlan)



Project Website: [publicinput.com/PennAveSEPlan](https://publicinput.com/PennAveSEPlan)



Project Phone: 855-925-2801 (pin: 9252)



Project Email: [PennAveSEPlan@dc.gov](mailto:PennAveSEPlan@dc.gov)



Project Manager: [Faith.Broderick@dc.gov](mailto:Faith.Broderick@dc.gov)





## Thank You

For More Information Contact:

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